

SMOKEY BEAR TRADING POST

HELP
PREVENT FOREST FIRES!

SMOKEY BEAR HEADQUARTERS



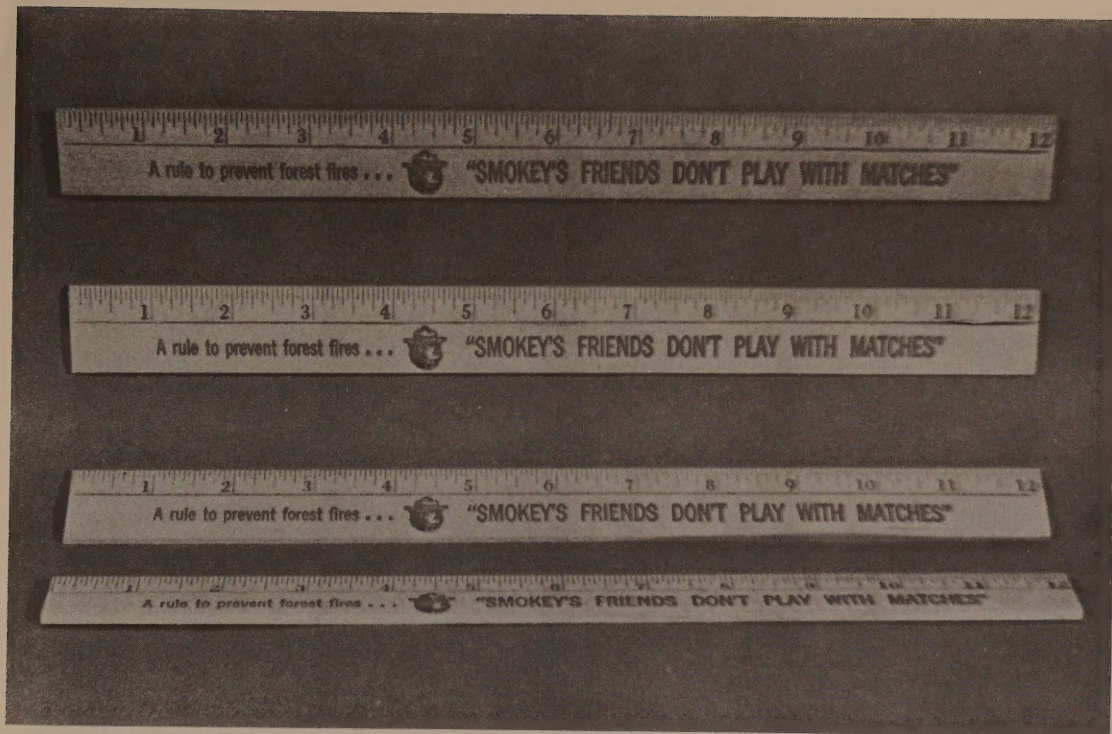
Interest in the availability of Smokey Bear items continues to grow, because Smokey's popularity spans the generations. Children love everything about him; teachers see him as a friendly aid on general conservation subjects; parents and grandparents find that Smokey Bear items ease the chore of shopping for birthday and Christmas gifts. And of course everyone is reminded to be careful with fire.

This catalog is designed to illustrate the wide variety of Smokey Bear licensed items. The previous catalog was issued in 1970, and was out of date before it could be distributed. In an attempt to make this a "living" catalog, each licensee is listed on a separate page. Periodically we will add new pages, and indicate which pages should be removed.

Prices are not included in this catalog because it would be impossible to keep up with the changes. Some licensees produce a number of items, -- not all are illustrated. By writing the licensee directly, you can determine prices on his entire Smokey Bear line.

Some licensees sell only to retail outlets; others will fill small orders. If you need only a small quantity of items, check first with stores in your area. If they don't have the items you want, see if they will order them for you.

We hope this catalog will help you with your prevention job. For further information write Director, Smokey Bear Program, Forest Service, U. S. Department of Agriculture, Washington, D. C. 20250.

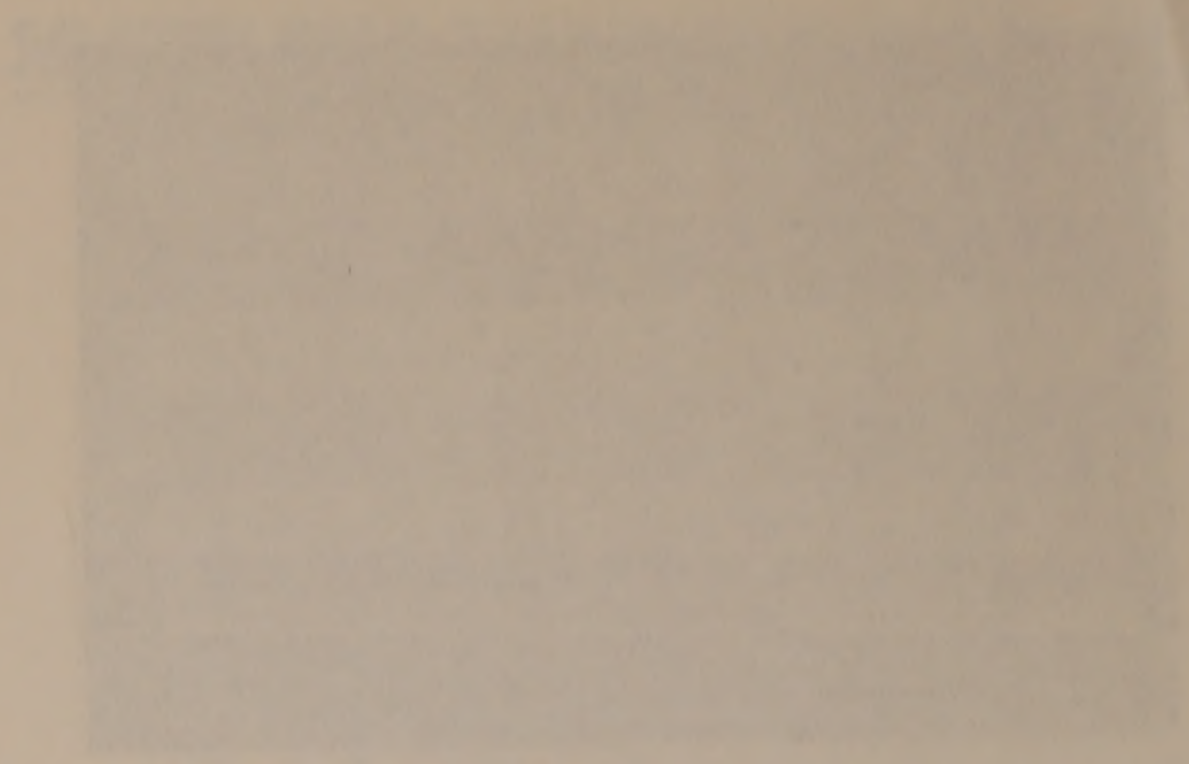


AAKRON RULE CORPORATION
28 Cedar Street
Akron, New York 14001

Licensed Item:

12" Wooden Ruler

(716) 542-5483



THE UNIVERSITY OF CHICAGO
LIBRARY

1962-1963
1964-1965

1966-1967



A. A. RECORDS, INC.
250 W. 57th Street
New York, New York 10019

Licensed Items:

Phonograph Record "Smokey Bear & Ranger
Hal" (LP-203)

Book/Record Set "Smokey The Bear"
(B&R - 00170)

Book "Smokey The Bear", in a set of
six other titles (GST-1)

(212) 765-3350



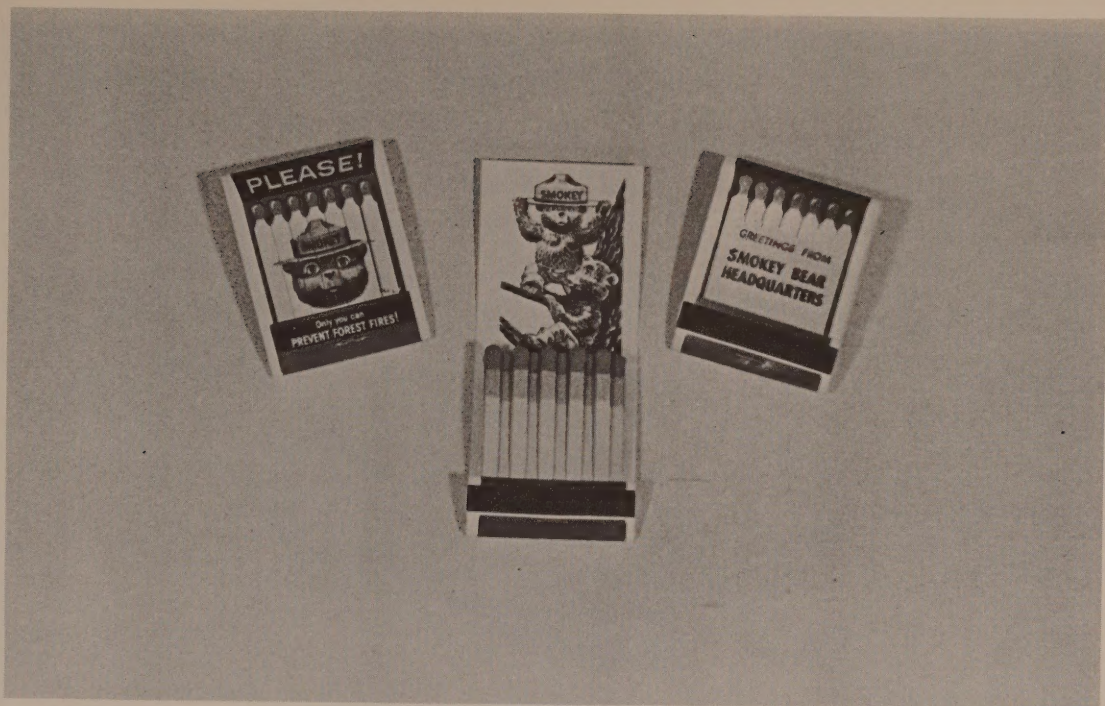
THE UNIVERSITY OF CHICAGO
LIBRARY

1000 S. MICHIGAN AVE.
CHICAGO, ILL. 60607

TEL: 773-936-5000
FAX: 773-936-5001

WWW.CHICAGO.EDU
WWW.CHICAGO.LIBRARY.EDU

CHICAGO, ILL.



AMERICAN FORESTRY ASSOCIATION
919 17th Street, N.W.
Washington, D. C. 20006

Licensed Items:

Book Matches with Fire Prevention Message

(202) 467-5810

AMERICAN UNIVERSITY
WASHINGTON, D. C.
20004-4301

AMERICAN UNIVERSITY

AMERICAN UNIVERSITY

AMERICAN UNIVERSITY

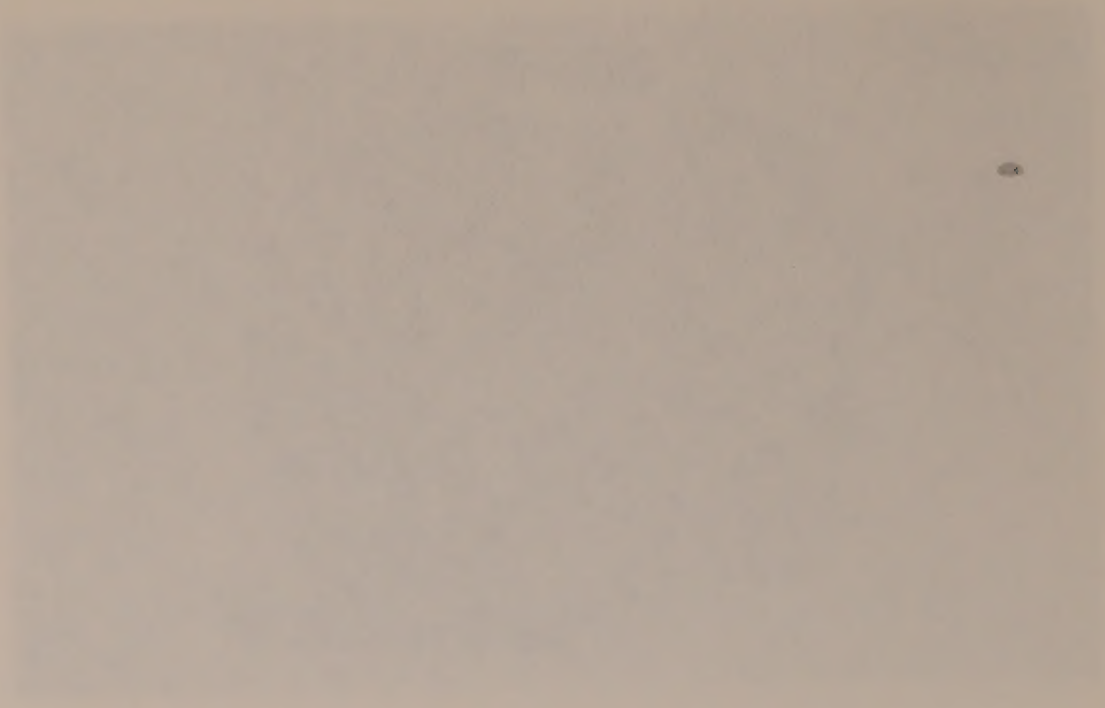


BABY TOGS, INC.
450 West 33rd Street
New York, New York 10001

Licensed Items:

Infants' Apparel (up to age 4)

(212) 524-1412



THE UNIVERSITY OF CHICAGO
LIBRARY
540 EAST 57TH STREET
CHICAGO, ILL. 60637

INTERNET: 1997-1998
LIBRARY: 1997-1998

(11) 215-1000



BELL TRADING POST
Sunbell Corporation
P. O. Box 7447
Albuquerque, New Mexico 87104

Licensed Item:

Smokey Bear Charm Jewelry

(505) 243-5636

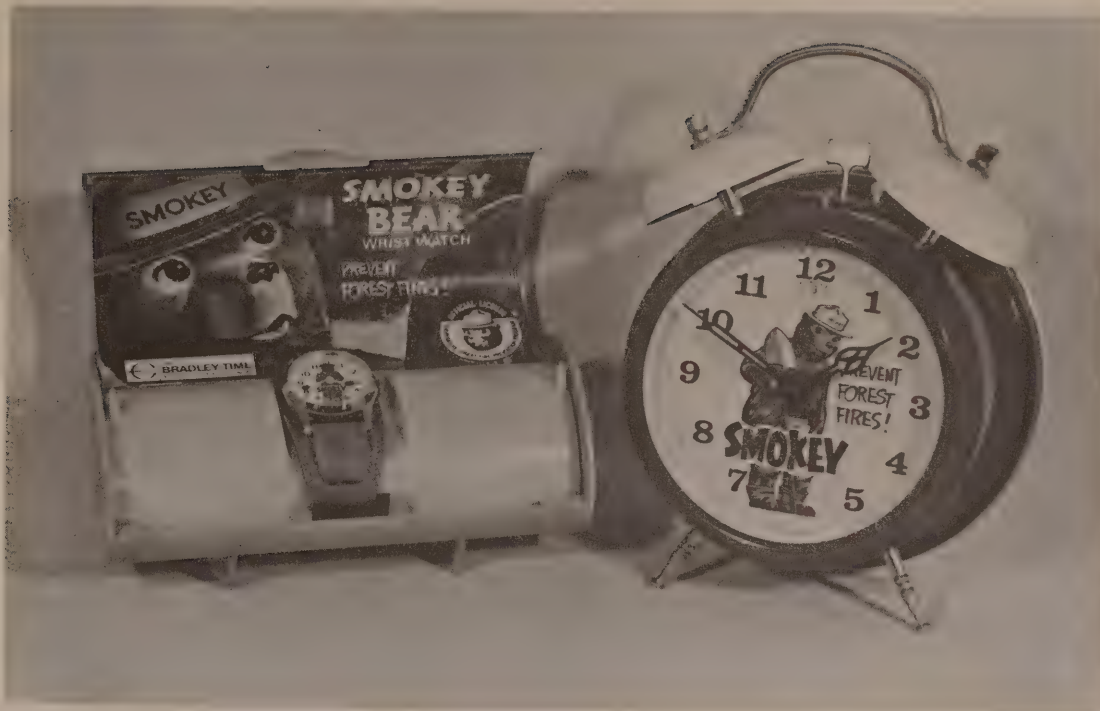


GEO. W. BOLLMAN & CO., INC.
P. O. Box 517
Adamstown, Pennsylvania 19501

Licensed Item:

Wool Felt Smokey Bear Hats

(215) 484-4361



BRADLEY TIME DIVISION
Elgin National Industries, Inc.
1115 Broadway
New York, New York 10010

Licensed Items:

Wrist Watch

Alarm Clock

(212) WA 4 - 7530



CATHEDRAL FILMS
2921 W. Alameda
Burbank, California 91505

Licensed Item:

Educational Film Strips
with sound on records

(213) 848-6637



THE COLAD CO., INC.
701 Seneca Street
Buffalo, New York 14210

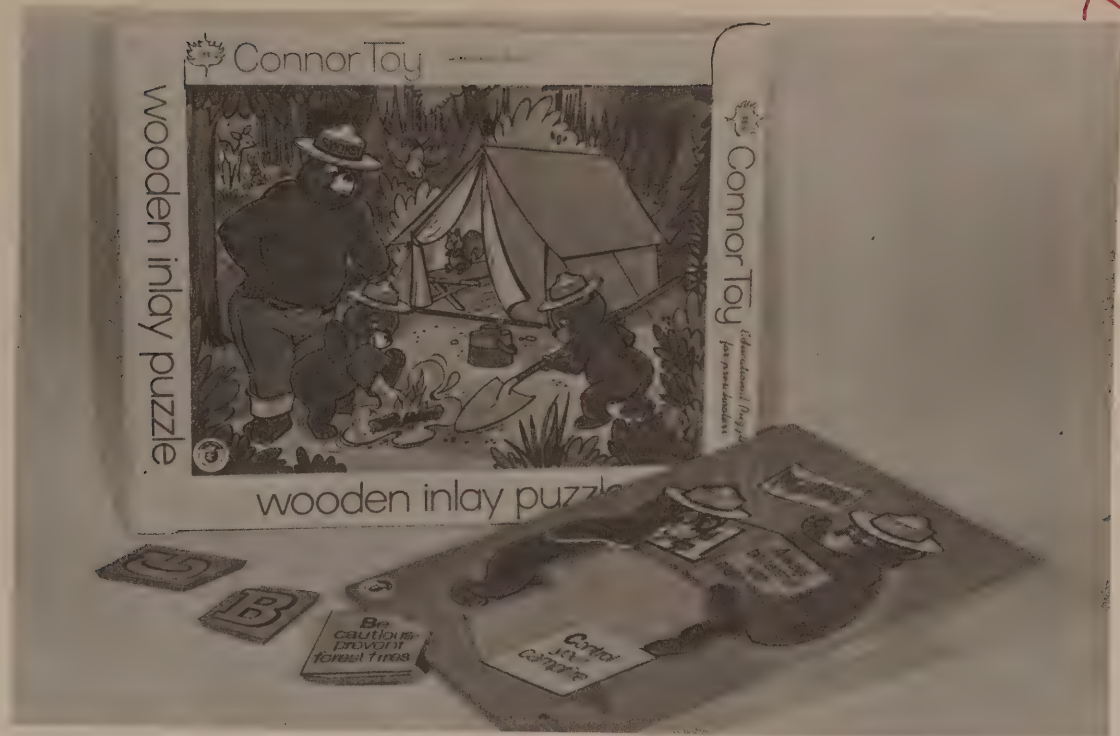
Licensed Items:

Pocket Planner

Bookcovers

Designs on both items change periodically.

(716) 852-8888



CONNOR TOY DIVISION
Connor Forest Industries
207 First Avenue
Wausau, Wisconsin 54401

Licensed Items:

Wood Inlay Puzzles

Wood Blocks

Toy Chest

Children's Table & Chair Sets

Doll Furniture

(715) 842-0511



COUNTESS YORK, LTD.
1040 Avenue of the Americas
New York, New York 10018

Licensed Item:

Indoor Sleeping Bag

(212) 564-1130



R. DAKIN & COMPANY
P. O. Box 7746 - Rincon Annex
San Francisco, California 94119

Licensed Items:

Plastic Bank (A)

Lamp (B)

Desk Set (C)

Plastic Figure of Smokey (not shown)

(415) 467-1050



DURA SIGN COMPANY
2905 Bethel Church Road
Bethel Park, Pennsylvania 15102

Licensed Items:

Fiberglass Signs
18"x 24" (A)
7"x 9½" (B)

(412) 835-0908



GENERAL ANILINE & FILM CORPORATION
Consumer Photo Division
140 West 51st Street
New York, New York 10020

Licensed Item:

View Master Reels

(212) 582-7600





GREEN DUCK METAL STAMPING CO.
 255 South Elm Street
 Hernando, Mississippi 38632

Licensed Items

Junior Forest Ranger Badge* (A)

Buttons (B)

Lapel Tabs (C)

*Junior Forest Ranger Badge may be purchased only by the Washington Office, U. S. Forest Service, for use in J.F.R. Program.

(601) 368-8771



SMOKEY THE BEAR

By STEVE KATZ and JACK SCHWING

1. With a Ranger's hat and shovel and a pair of dungarees you will
2. You can take a tip from Smokey that please notice that a tree, cause they're
3. You can camp upon his shoulder and he'll make you feel at home you can
4. If you're ever seen the forest when a fire is burning wild, and you

find him in the forest always smiling at the camper. People
good for him to climb on and they're heads full to see, you just
run and hunt and ramble away, where you can't be seen. We will
love the things within it like a mother loves her child, then you

stop and play at last when he tells you to be wise, please
have to look around you and you'll find it's not a joke, he
let you take his hand and you'll find he's not so smart that
know why Smokey tells you when he says you're going through the

er'ry - but they know that he's the fire fire, sending fire
see what would be his son if they all stand up on around
don't you harm his trees for he's a Sam got on his heart
member... please be careful... the forest that you can do

Smokey - the Bear, Smokey the Bear, he's a goodie and a
smiling - the air he can find a fire before it starts to flame that

why they call him Smokey that was how he got his name

This song is a trademark of Hill & Range Songs, Inc. and is registered in the U.S. Patent Office. All rights reserved. No part of this song may be reproduced without the written permission of Hill & Range Songs, Inc. 1974.

HILL & RANGE SONGS, INC.
241 W. 72nd Street
New York, New York 10023

Licensed Item:

Sheet Music - "Smokey The Bear"

(212) 724-9500



HUSKY INDUSTRIES, INC.
62 Perimeter Center East
Atlanta, Georgia 30346

Licensed Items:

Barbeque Supplies

Charcoal Briquets (A)

Fireplace Log (B)

Charcoal Lighter (C)

Instant Lighting Charcoal (D)

Hickory Chips (E)

Grille Liner (F)



INDUSTRIAL SAFETY BELT CORPORATION
1600 Mary Street
Pittsburgh, Pennsylvania 15215

Licensed Items:

Play Camping Articles
Canteen and flashlight of molded plastic;
Plastic fun tent, and other accessories.

(412) 782-2550

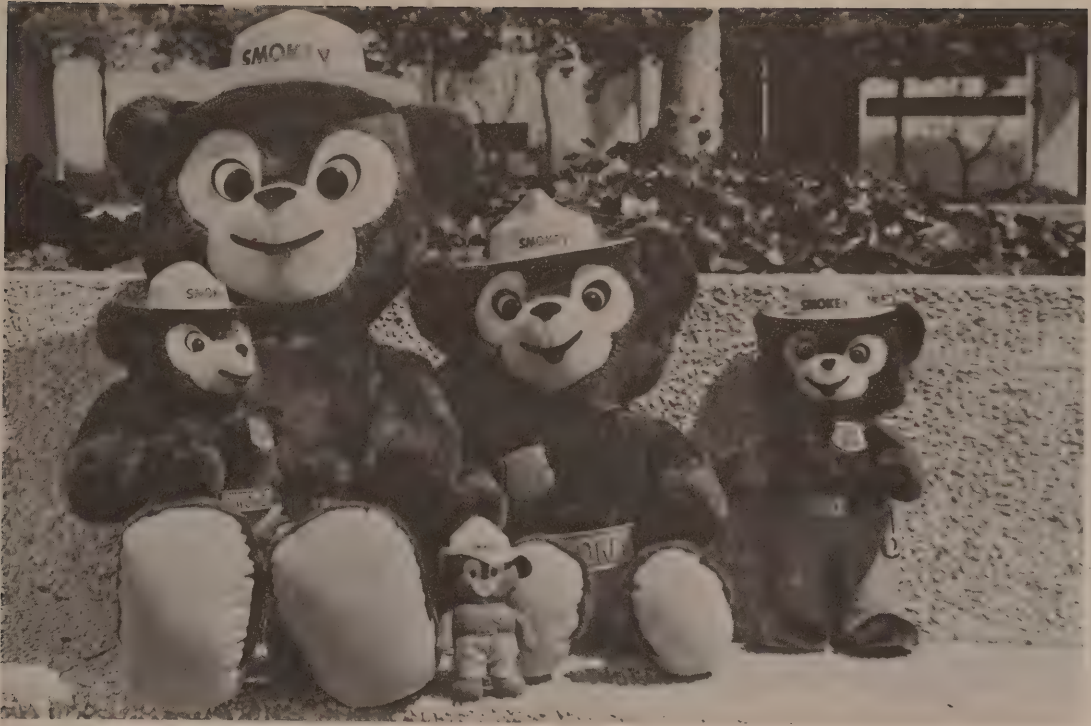


JEANNETTE CORPORATION
Jeannette, Pennsylvania 15644

Licensed Item:

Children's Dinnerware Set

(412) 523-6501



KNICKERBOCKER TOY CO., INC.
1107 Broadway
New York, New York 10010

Licensed Items

Stuffed Dolls in Various Sizes

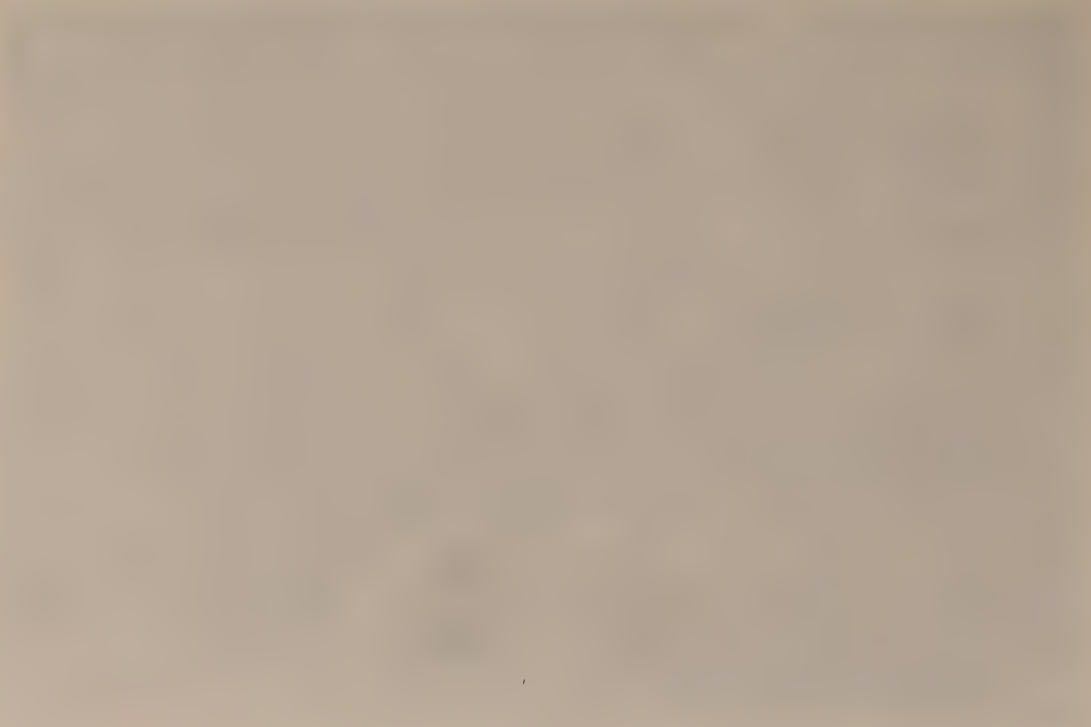
Standing

Sitting

Talking

"Rag Doll"

(212) 924-6810





LION BROTHERS CO., INC.
Owings Mills, Maryland 21117

Licensed Items:

Patches (B, D, E & F)

Vinyl Decals (A & C)

(301) 363-1000



JOHN McMAHON
Box 913
Crestview, Florida 32536

Licensed Items:

Record & Sheet Music
"Keep the Forest Green"

(904) 682-6714



MGM RECORDS
1350 Avenue of The Americas
New York, New York 10019

Licensed Items:

Record Album
"Keep America Beautiful"

(213) 874-0180



MONOGRAM PRODUCTS, INC.
 12395 75th Street North
 Knollwood Industrial Park
 Largo, Florida 33540

Licensed Items:

Switchplate (A)

Keychains (B)

Necklaces (C)

Statues (D)

All items made of plastic.

(813) 536-1914



NORCREST CHINA COMPANY
115 NW 1st Avenue
Portland, Oregon 97209

Licensed Items:

China Figures

Salt & Pepper Shakers (A)

Cookie Jar (B)

Smokey's Friends (C)

"Bobbin Head" Smokey (D)

Ashtrays (E)

Other Items Not Shown

(503) 228-7404



NORCROSS, INC.
244 Madison Avenue
New York, New York 10016

Licensed Items:

Greeting Cards

Gift Wrap

Wall Plaques

Stationery

(212) 689-1700



THE NOTEWORTHY COMPANY
100 Church Street
Amsterdam, New York 12011

LICENSED ITEMS:

Litter Bags, both paper and vinyl.

(518) 842-2660

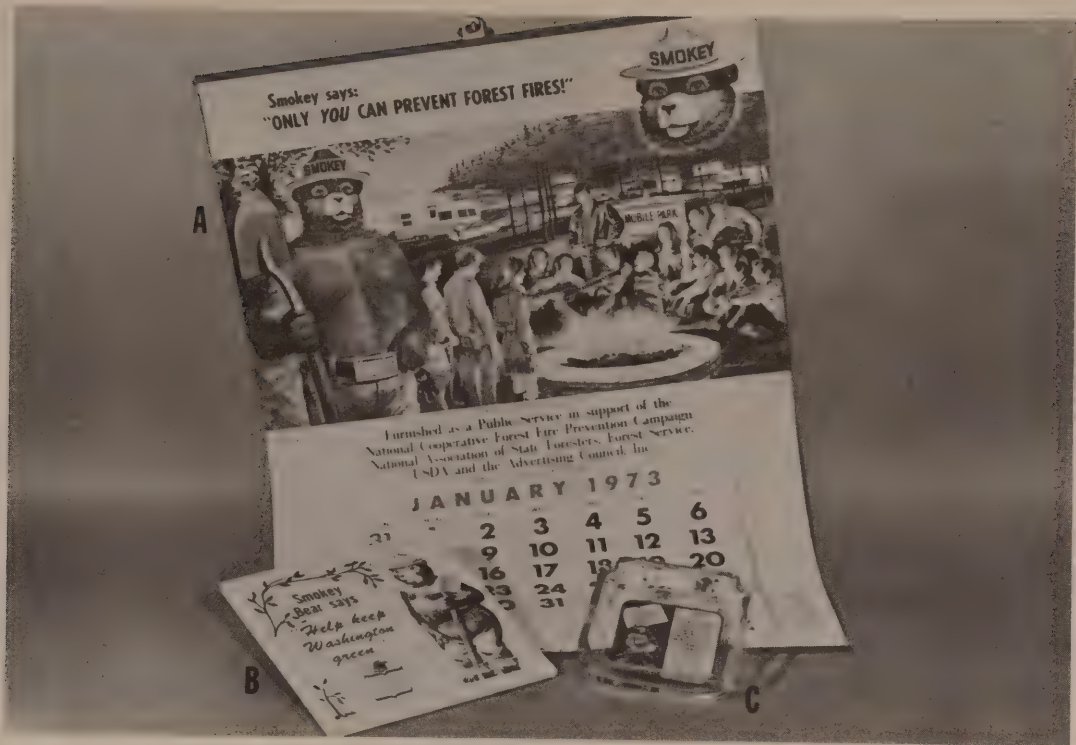


ORION INDUSTRIES
737 Hawaii Street
El Segundo, California 90245

Licensed Items:

Cigarette Snuffers made of plastic, with
magnetic bases.

(213) 772-6275



OSBORNE-KEMPER-THOMAS, INC.
Calendar Hill
Cincinnati, Ohio 45206

Licensed Items:

Advertising Calendars (A)

Ceramic Tile Coaster (B)

Glass Astray (C)

(513) 861-4400

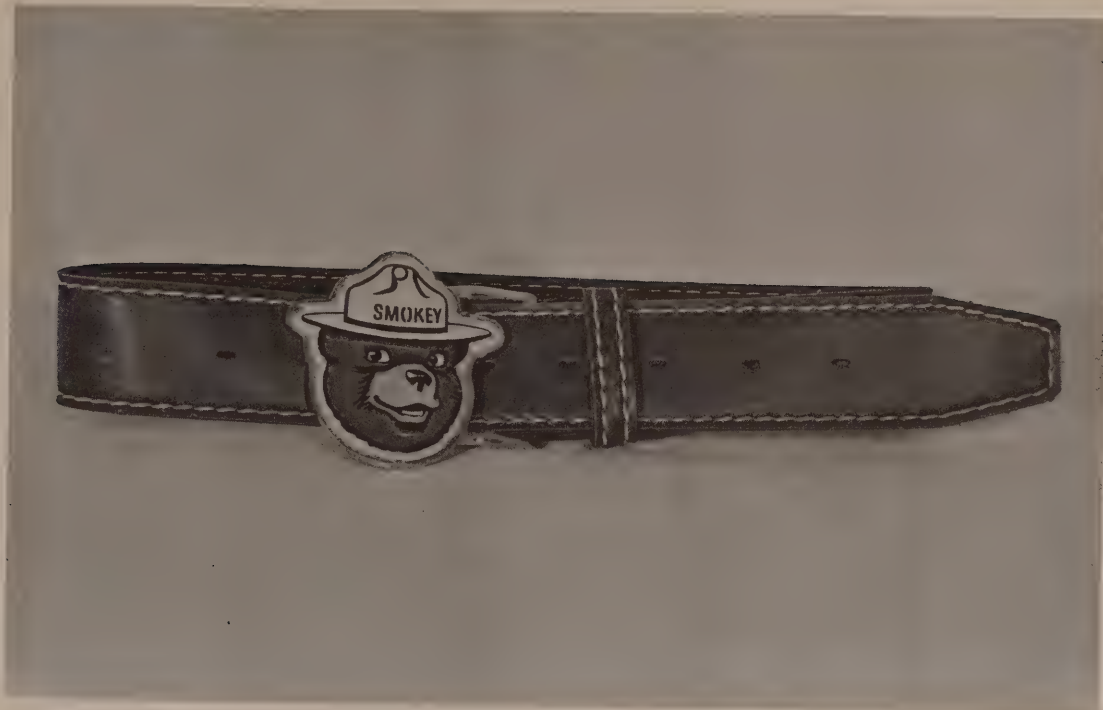


PLAY-PAL PLASTICS, INC.
200 5th Avenue
New York, New York 10010

Licensed Item:

Vinyl Bank, 14" tall

(212) 929-0915



PYRAMID BELT COMPANY
535 8th Avenue
New York, New York 10018

Licensed Item:

Belts - 2 sizes:
18" - 22"
22" - 26"

(212) 279-8347



C. A. REED COMPANY
99 Chestnut Street
Williamsport, Pennsylvania 17701

Licensed Items:

Paper Party Tableware

(717) 326-9021



RICHARD RUSH STUDIO, INC.
168 N. Clinton Street
Chicago, Illinois 60606

Licensed Items:

Plaques

(312) 263-2928



SALES BOOSTERS, INC.
1015 La Cienega Boulevard
Los Angeles, California 90035

Licensed Items:

Vinyl Pocket Protectors

(213) 655-6060



ST. NICHOLAS MUSIC, INC.
1619 Broadway
New York, New York 10019

Licensed Items:

Sheet Music and Record
"Ballad of Smokey The Bear"

(212) 582-0970



THERMO-SERV COMPANY
2939 Sixth Avenue North
Anoka, Minnesota 55303

Licensed Item:

Lunch Kit

(612) 421-2224



TILLOTSON RUBBER COMPANY
Division of Tillotson Corporation
59 Waters Street
Everett, Massachusetts 02149

Licensed Items:

Balloons

(603) 444-0463



TONKA CORPORATION
Mound, Minnesota 55364

Licensed Items

Toy Vehicles in Sets

(612) 472-8000





VIRGINIA GARMENT COMPANY, INC.
510 N. 17th Street
Richmond, Virginia 23219

Licensed Item:

Cloth Cap

(703) 648-3422



WESTERN PUBLISHING CO., INC.
1220 Mound Avenue
Racine, Wisconsin 53404

Licensed Items:

Comics (A)

Sticker Books (B)

Coloring Book (C)

Magic Slate (D)

Other Items Not Shown

(212) 753-8500

LITTLE MARCY VISITS SMOKEY BEAR



WORD INCORPORATED
4800 West Waco Drive
Waco, Texas 76703

Licensed Item:

Phonograph Record Album
"Little Marcy Visits Smokey Bear"

(817) 772-7650



WALTER C. WOSTBROCK
11 Paterson Avenue
Midland Park, New Jersey 07432

Licensed Items:

Neckerchiefs

Bolo Ties

(201) 445-3074



Other licensees, not illustrated, are:

Smokey Bear Motel & Coffee Shop
Capitan, New Mexico 88316

Smokey Bear Museum
Capitan, New Mexico 88316

Storybookland of Virginia, Inc.
U. S. Route 1
Woodbridge, Virginia 22191

LICENSED ITEMS LIST
(Alphabetically by Item)

Ashtrays & Snuffers	Norcrest China
.	Orion Industries
.	Osborne-Kemper-Thomas
Balloons.	Tillotson Rubber Co.
Barbeque Supplies	Husky Industries
Belts	Pyramid Belt Company
Bolo Ties	Walter Wostbrock
Bookcovers.	Colad Company
Boy's Wear.	Blue Jeans Corp.
Calendars & Pocket Planners	Colad Company
.	Osborne-Kemper-Thomas
Camping Items	Industrial Safety Belt
Charm Jewelry	Bell Trading Post
Clocks & Watches.	Bradley Time Division
Coin Banks.	R. Dakin
.	Norcrest China
.	Play-Pal
Coloring Books.	Western Publishing Co.
Comics	Western Publishing Co.
Cookie Jar.	Norcrest China
Desk Sets	R. Dakin
Dinnerware Set.	Jeannette Corporation
Dolls	Knickerbocker Toy Co.
.	R. Dakin
.	Norcrest China
Filmstrips.	Cathedral Films
Greeting Cards & Giftwrap	Norcross Inc.
Hats & Caps	Geo. W. Bollman & Co.
.	Tonka Corporation
.	Virginia Garment
Infant's Apparel.	Baby Togs, Inc.
Keychains	Monogram Products
Lamps	R. Dakin
Lapel Tabs & Buttons.	Green Duck Metal
.	Stamping Company
Lightswitch Plate	Monogram Products
Litterbags	The Noteworthy Company

Lunch Kit.	Thermo-Serv Company
Magic Slate	Western Publishing Co.
Matchbooks	American Forestry Assoc.
Music.	A. A. Records
.	Hill & Range Songs
.	John McMahon
.	MGM Records
.	St. Nicholas Music Co.
.	Word Inc.
Neckerchief.	Walter Wostbrock
Necklaces.	Monogram Products
Party Supplies	C. A. Reed Company
Patches & Decals	Lion Brothers Co.
Plaques.	Norcross, Inc.
.	Richard Rush
Pocket Protectors.	Sales Boosters, Inc.
Puzzles.	Connor Forest Industries
Rulers	Aakron Rule Corporation
Salt & Pepper Shakers.	Norcrest China
Signs.	Dura Sign Company
Sleeping Bags.	Countess York, Ltd.
Sticker Books.	Western Publishing Co.
Toy Trucks and Jeeps	Tonka Corporation
Viewmaster Reels	General Aniline & Film Corporation

